

Reimagining an education brand in *Red & Yellow*

 By Jessica Tennant

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Helène Lindsay recently joined the “disparate, quirky bunch” at Red & Yellow, where she's taking on the customer side of things.

Her appointment coincides with the school's brand repositioning, which will be unveiled at the end of August. “It's part of our ongoing evolution to ensure we're always one step ahead of the curve, and that our students – from C-suite to school-leavers – are equipped for the realities of the 21st century” and what looks like a “vastly different future”, she says.

The entire management team was restructured, and head of customer was one such role that was created to help bring the “reimagined” brand to life. “I am part of a team that gets to reimagine an education brand of the future, while celebrating a 23-year legacy of proudly producing graduates who've gone on to become innovators, entrepreneurs, creators and industry leaders. Now I get to play a part in moulding the next generation,” adds Lindsay.

Here, she tells us why they're rebranding and colours in her part in it, in *red and yellow*, of course.

■ **Comment on your new role, what it entails.**

I am responsible for the entire customer experience. Put differently, my role is to ensure that every touchpoint – from brand comms to experience to process – lives up to our brand ethos, and never fails to delight and add value to everyone who comes into contact with it.



Helène Lindsay

■ **Why are you repositioning the brand and how do you plan to do so?**

Because evolving means offering our students an even better learning experience. The digital explosion and exponential rate of impact on the world as we know it, amplified as AI increasingly permeates every industry sector and aspect of our lives, means that no one has the latitude of complacency any more. This applies to brands, as well as to individuals.

We are very excited about the opportunities that will arise, and we want to be sure we are not only prepared within the School, but more importantly, that we are leading the way in preparing humans for this vastly different future.

■ **What do you love most about your career and working in customer experience in particular?**

Well, this is my first ‘formal’ role in customer experience. But throughout my career, it has always been a particular obsession of mine. A brand is a living entity that needs to be nurtured and played out consistently, by everyone that represents it. It needs to stand for something, have a point of view and be on a mission to add value to the world, no matter how small or big.

And now I once again get to work with a leadership team that is driven by this conviction and commitment to taking a much-loved brand to the next level.



A Millennial fly on the wall

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■ **What's at the top of your to-do list (in terms of work)?**

Oooh, where to start? Currently, it's crafting how the refreshed visual identity comes to life, setting up a network of people/companies who share our vision and want to collaborate (yes, this in an invitation!), working on the new website, and a gazillion other things – most of all, trying to get my head around the academic aspect, which is all new to me.

■ **What motivates you?**

Making things happen; connecting unexpected dots; the energy when a group of people are on a mission; learning new things; a jar of coloured pencil crayons and my two, beautiful Bedlington Terriers.



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■ **What are you currently reading/listening to for work?**

The usual (Fast Company, HBR, TedTalks, Bizcommunity, etc.) and the unusual, such as white papers on the future of education/the world. I'm also an avid fan of *Billions* and *House of Cards* – a girl needs her downtime (which makes her more productive for work).

■ **Tell us something about yourself not generally known.**

I think Brussels sprouts are ridiculous vegetables.

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